

CANADIAN
CoinBox
MAGAZINE

NEWS
FOR THE
COIN OPERATED
ENTERTAINMENT
INDUSTRY

July/Aug. 1992

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discuss pinball and its place in the industry.

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Buster Bros.	9	\$285	Midnight Res.	3	\$325	Thunder Fox	5	\$530
Cadash	6	\$295	New Zealand	9	\$ 90	Toki	15	\$335
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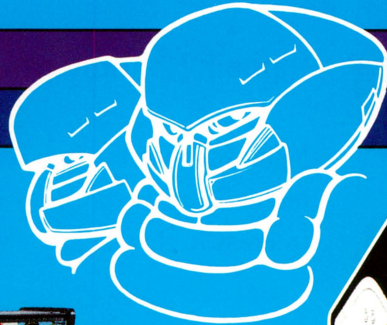
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CANADIAN **Coin Box** MAGAZINE

NEWS
FOR THE
COIN OPERATED
AMUSEMENT
INDUSTRY

*Published
since 1946*

Cover

Williams' newest pinball game, The Getaway.

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Volume 47 No. 7
July/August 1992

21 Pinball: Not only older, better

Manufacturers, operators and distributors discuss new
technology, promotion and the current resurgence of
interest in this steady earner.

34 Cover Story: Williams, Bally-Midway

A profile of this successful games manufacturer and
where they're going from here.

37 Operator Profile: Wunderlich Amusements

It all started 20 years ago on Victoria Day weekend
with an elephant. Find out how.

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PERSPECTIVES

with Sandra Anderson

So after a major staff change here at Coin Box we have added a staff member yet again. Ann Hanley, who joined us in February has chosen to resign and pursue other interests.

Betty Resendes joined us June 22 as assistant editor and is adapting quickly to the workload and the industry.

Betty is a graduate of Journalism at Humber College, Toronto, and her trade magazine experience includes Photovideo, Power Boating and Lawn & Garden. We welcome her enthusiasm.

At this time, I'd like to give Orly Friesen a formal response to his letter which appears at the bottom of this page. Mr. Friesen says he reads with interest the VLT Coin Box, (upper right of this page), which we have provided since video lottery became legal in Canada. We have had many comments on this and know it's a well read section.

Answers: A) The revenues from March 23, to April 1, 1992 were unavailable to us at the time they should have appeared, be-

cause the ALC underwent a format change and made it difficult for us to obtain figures. If you contact me personally I can tell you where you can get them.

B) No, the number of machines did not drop, it increased. The ALC in their format change now bases their figures only on active machines operating during that time period. If a machine is down it will not show in the figures.

C) The format change to active machines only, is also the reason location numbers do not appear in the data.

The Atlantic Lottery Corporation, in the beginning was very co-operative in providing facts and figures for us as to the video lottery progress in the Atlantic provinces. After a year of legality the ALC has changed its tune. It is now much more difficult to obtain figures. The ALC, coincidentally, is the only public lottery corporation to release figures to the media. Alberta, Manitoba and Saskatchewan are not willing to release their figures to us. □

The VLT \$ Coin Box \$

New Brunswick

April 1, 1992 to June 20, 1992.

(Based on 2855 VLTs)

Cash in terminals	=	\$34.7 mil
Total winnings	=	\$20.7 mil
Lottery (gov't) share	=	\$4.9 mil
Operators' share	=	\$4.9 mil
Percentage breakdown: Gov't = 30%; location = 35%; operators = 35%.		

Newfoundland/Labrador

April 1, 1992 to June 20, 1992

(Based on 890 VLTs)

Cash in terminals	=	\$12.0 mil
Total winnings	=	\$7.7 mil
Lottery (gov't) share	=	\$2.9 mil
Percentage breakdown: Gov't = 65%; location = 35%.		

Nova Scotia

April 1, 1992 to June 20, 1992

(Based on 2034 VLTs)

Cash in terminals	=	\$38.1 mil
Total winnings	=	\$26.4 mil
Lottery (gov't) share	=	\$7.9 mil
Percentage breakdown: Gov't = 65%; location = 35%.		

Prince Edward Island

April 1, 1992 to June 20, 1992

(Based on 483 VLTs)

Cash in terminals	=	\$6.5 mil
Total winnings	=	\$3.9 mil
Lottery (gov't) share	=	\$1.0 mil
Operators' share	=	\$769,600
Percentage breakdown: Gov't = 35%; location = 35%; operators = 30%.		

LETTERS

Dear Coin Box:

Re: The VLT \$ Coin Box \$, page 4, May 1992.

I am quite interested in the figures you published in this sidebar and have the following questions:

- What were revenues for the period March 23, 1992 to April 1, 1992?
- Did the number of machines actually drop in three out of the four provinces?
- What happened to the number of locations in the provinces followed?

I would appreciate any information you have on the above. Thank you.

Yours truly,
Orly Friesen

Ralph's Automatic Coin Machine Ltd.

Dear Mr. Friesen, Please see above Perspectives for our response.

'Holy Profits— it's Batman!'

You'd better get ready for the return of the Caped Crusader, because kids all over Canada sure are. Batmania is ready to strike!

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No, our mechanism doesn't show as many CD jackets & title strips at the same time as competitive jukeboxes do. Ours show 4 at a time, our competitors' machines show up to 12 at a time.

Here's why. We designed our Picture Display mechanism based on research studies of what the human eye can absorb in what length of time. Then we positioned our mechanism in the most "eye comfortable" place possible. If you continually depress the mechanism's search button, it takes less than 70 seconds to view all 100 CD's worth of title information. The eye has to move very little, since the title information is presented in a confined area — the mechanism does all the work. If we showed more titles at the same time, we would have to slow the mechanism down to allow the eye more time.

CD manufacturers design their jackets for viewing at a distance similar to our display ... and in a way similar to how we display them. Think of how music is presented and sold in music stores and it'll make a lot more sense.

The bottom line is, it's not just how many titles you show at

once, it's how they're positioned, how fast they're changed, and how concentrated an area they're presented in.

We won't say our studies are correct nor conclusive, though. Only the public can tell us that. And only over a period of extended use. All we can say for sure now is that revenue

studies show our jukeboxes to be at the top of the earnings ladder.

There's really much more to why our Picture Display mechanism is what it is and where it is, but a lot is based on what we feel a jukebox should be capable of as time goes on. When a piece of equipment must last 10 to 20 years, you shouldn't design something with only the needs of the moment in mind.

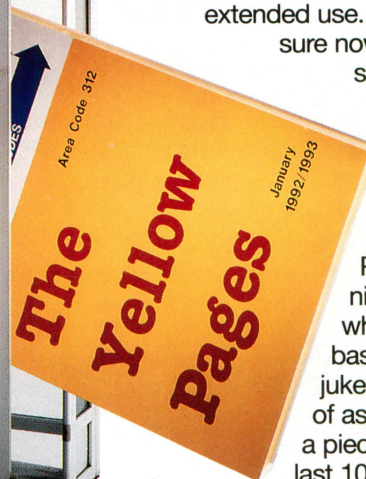
Which is, in essence, the number one reason more operators throughout the world choose NSM Jukeboxes than any other. We've proven to them time and time again that we do watch out for them ... that we do

stand solidly behind them. After all, our success depends on our operators' success.

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TOP TEN GAME POLL

RANK	TITLE (Manufacturer)	RATING	MONTHS ON CHART
() Previous month		(1-5, 5 is tops)	

DEDICATED GAMES

1. (1)	StreetFighter II: Champion (Capcom)	5.0	3
2. (2)	Terminator II (Midway)	4.6	7
3. (5)	Final Lap II (Namco America)	4.4	15
4. (-)	Steel Talons (Atari)	4.3	*
5. (4)	X-Men (Konami)	4.0	2
6. (8)	Race Drivin' (Atari)	3.8	4*
7. (-)	StreetFighter II (Capcom)	3.7	1
8. (-)	Mad Dog McCree (Betson)	3.5	*
9. (-)	Double Axle (Taito)	3.2	*
10. (2)	Captain America (Data East)	3.0	*

VIDEO KITS

1. (1)	StreetFighter II (Capcom)	4.8	14
2. (3)	WrestleFest (Amer.Technos)	4.6	7
3. (7)	Knights of the Round (Capcom)	4.5	4
4. (9)	Total Carnage (Midway)	4.3	2
5. (-)	StreetFighter II: Champion (Capcom)	4.2	1
6. (5)	Final Fight (Capcom)	4.0	27
7. (-)	Fatal Fury (SNK)	3.9	*
8. (-)	Steel Gunner II (Namco America)	3.6	1
9. (-)	Relief Pitcher (Atari)	3.3	1
10. (-)	Silent Dragon (Taito)	3.0	1

PINBALL

1. (1)	Terminator 2 (Williams)	4.9	10
2. (2)	Addams Family (Bally)	4.7	5
3. (4)	Getaway (Williams)	4.3	2
4. (5)	Hook (Data East)	3.9	4
5. (3)	Star Trek (Data East)	3.7	5
6. (6)	Hurricane (Williams)	3.6	5
7. (-)	Super Mario Brothers (Premier)	3.3	1
8. (-)	Batman (Data East)	3.1	*
9. (7)	Party Zone (Bally)	3.0	6
10. (9)	Funhouse (Williams)	2.9	16

BEST OTHER GAMES

1. (1)	Air Hockey (Dynamo)	3.8	10
2. (2)	Pool table (Valley)	3.5	4*

* Game reappears in top ten after absence.

#* Indicates how long the game has remained in poll after reappearance.

AN EXPLANATION

For this game poll we compiled results received by operators on their opinions as to which were their top earning games, in four categories: dedicated video, video kits, pinballs and best other games. Each game was rated on a scale of 1 to 5, with 5 representing superior earnings. Above are the results of this poll. We invite all operators in Canada to participate in future polling. Just fill out the form located to the right and send the results by telephone, mail or fax to our editorial offices (address, phone numbers at top right). Without your co-operation a poll such as this could not be possible. We also encourage comment on this poll. Perhaps there is information lacking you wish to have included, or a different way to compile the results.

NOTES ON OUR RANKINGS

For the purposes of this poll we consider SNK's Neo-Geo system a dedicated game. If you are referring to the One-Slot version, please name the top earning software.

(This poll is for information purposes only and is based on a small statistical sample. Operators, of course, must use sound judgement and traditional methods for their purchasing decisions.)

GAME POLL FOR NEXT ISSUE

Please fill out this poll as completely as you can and return immediately to: Poll Results, Canadian Coin Box, 106 Lakeshore Rd. E, Suite 209, Port Credit, Ont. L5G 1E3 or fax 416-271-6373. Your name and address are for verification purposes only. (Canadian operators only.)

TOP DEDICATED VIDEOS

Rank	Title	Pts (1-5, 5 is superior)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

TOP VIDEO KITS

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

TOP PINBALL MACHINES

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

BEST OTHER GAMES

1.	
2.	
3.	
4.	
Name:	
Company:	
Tel:	

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COLA fighting Kwik-Pick Centres

Upon hearing in the news media that the Ontario Lottery Corporation is considering launching coin-operated dispensers of lottery tickets in the London-Sarnia area, COLA, the Coin Operators Lottery Association of Ontario, quickly lobbied to stop them.

Testing was to begin on June 1, 1992 with 45 machines being installed in Windsor, Sarnia, Chatham and London, Ontario. Four games were to be available for \$1-\$2 each with prizes as high as \$50,000.

These Kwik-Pick Centres were to be installed in supermarkets, bars, doughnut shops and recreation facilities such as bowling alleys, and hotels. These are the same locations traditionally established for coin-op amusement games, said COLA.

Operators see these lottery ticket dispensers as the OLC's latest effort at penetrating their businesses—an at-

tempt to connect with their locations and customers. "We suspect that they are trying to set up their own route for operating so that it will make the transition into video lottery quite smooth. Their shop would be set up and ready to go," said COLA in a letter to its members.

The OLC says they have not solicited any locations that already have agreements with coin-operators. The kwik-pick centres were to be a six-month test with location owners handling payoffs up to \$10,000.

The issue was raised during question period on June 10 in the Ontario legislature and the Ontario government failed to confirm the action. At present the government did not announce a decision concerning the lottery ticket dispensers.

COLA is optimistic the whole program will be abandoned.

For more information about COLA contact 416-698-8149, fax: 416-691-8350.

VLT UPDATE:

Quebec to announce VLT decision in Fall

As of June 1992, the Quebec Provincial Police opposed the establishment of a video poker program in Quebec based on the New Brunswick model.

Meanwhile, the Bourassa government has decided to put off its decision on this issue until the fall. The Minister of Public Security, Claude Ryan, said he hasn't given it serious thought, but would be discussing it with his cabinet colleagues in the near future.

Video poker is for the most part illegal in Quebec since the Regie stopped issuing permits for the games in November 1991. The government acknowledged the difficulty the police are having with controlling the machines.

The parti québécois stated its opposition to the machines and vowed to block any legislation. They referred to the involvement of organized crime in this field.

The government will also be making a decision this fall on whether to allow casino gambling.

Gamebusters moves due to fire

As a result of a fire, Gamebusters, also known as Supreme Amusements have moved into their larger, downtown Montreal location. The new offices are three times as large as the previous site, says Catherine Henry, and house a larger showroom and warehouse, as well as loading system with elevator.

Sledgehammers were used to gain entry to Gamebuster's boul. des Grandes Prairies office, where after the company's alarm system was cut, the location was then set on fire. No charges have been laid, says Henry.

Gamebusters Inc.'s new address is 480 Port Royal West, Montreal, Que. H3L 2B9, 514-385-1446; fax: 514-385-3034.



Jean Coutu, Vice-President of Laniel Automatic Machines Inc., with Don Mazankowski, Federal Minister of Finance at the Club St-Denis on May 8, 1992.

****SUBSCRIBE TO CANADIAN COIN BOX...SEE PAGE 42.****

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New directors for AAQ



The AAQ's new board of directors.

The l'Association de l'Amusement du Québec held its annual general meeting May 29 at Sheraton laval. More than 150 members attended. Non-members were also invited.

Pierre Lapointe opened the meeting. Michel Beaudry, AAQ Corporate lawyer, presided over the meeting, and Claude Picard, public relations for the association acted as secretary.

Bylaws were accepted by all. Jacques-Andre Fortin spoke about the importance of having a good lobbyist firm to present operators proposal concerning video lottery to the government.

Richard Corriveau, the legal adviser, presented an up-date of the situation since the last annual general meeting.

Election of a new board of directors took place resulting in the following: Réal Michaud, president, Pierre Lapointe, first vice-pres.; Henley Song, second vice-pres.; Henri Meunier, treasurer; Michele Beaulieu, secretary. Other elected directors were Jacques-Andre Fortin, Benoit Cadrin; Phyllis O'Reilly; Gilles Pariseau; Luc Marcoux; Francois Bernard; Andre Roberge; Gilbert Berthiaume; and Gerturde Laroche, executive secretary.

A draw was held for those attending the meeting. First prize winner of a one year membership to the AAQ was Marcel Huard; Second prize of a colour TV was Andre Boisvert; third prize of a golf set was Guy Dion.

Pierre Lapointe and Gertrude Laroche presented Gaetan Laniel, immediate past president of the AAQ and one of the founders of the AAQ with a plaque in



A good showing of members at the Quebec operators meeting at Sheraton Laval.

L'Assemblée générale annuelle de l'AAQ a eu lieu à l'Hotel Sheraton Laval le 29 mai '92, plus de 150 personnes y assistaient.

L'ouverture de l'assemblée a été faite par M. Pierre Lapointe. M. Michel Beaudry agissait comme président d'assemblée et M. Claude Picard comme secrétaire.

Les nouveaux règlements a été adoptés par les membres.

M. Lapointe, nous a donné un rapport concernant les activités de l'AAQ durant la dernière année.

M. François Bernard, nous a fait un compte rendu concernant le comité de recrutement.

M. Jacques-André Fortin, nous a parlé de l'importance d'avoir un bon lobbyist pour présenter notre nouveau dossier au gouvernement.

M. Cantin, de Lemieux Cantin et Cie, nous a présenté les états financiers de l'AAQ.

M. Richard Corriveau, avocat de l'AAQ, nous a donné un compte rendu des événements à date.

Election du nouveau Conseil d'administration: M. Réal Michaud, président; M. Pierre Lapointe, premier vice-président; M. Henley Song, deuxième vice-président; M. Henri Meunier, Trésorier, Mme. Michèle Beaulieu, secrétaire. Furent élus administrateurs: M. Jacques-André Fortin, M. Benoit Cadrin, Mme Phyllis O'Reilly, M. Gilles Pariseau, M. Luc Marcoux, M. François Bernard, M. André Roberge, M. Gilbert Berthiaume, Mme Gertrude Laroche, secrétaire-exécutif.

Il y eu un tirage pour les membres: 1er prix, L année de cotisation de membre de l'AAQ gagnant M. Marcel Huard, 2ième prix, télévision couleur Toshiba 21" gagnant M. André Boisvert, 3ième prix, set de golf complet, gagnant M. Guy Dion. Félicitations aux gagnants.

M. Pierre Lapointe et Mme Gertrude Laroche, ont donné à M. Gaetan Laniel, un des pionier de l'AAQ et ancien président, une plaque souvenir en remerciement pour le bon travail qu'il



SOME THINGS ARE JUST NATURALLY BETTER PERFORMERS.

There's good reason our pride is overflowing. From the Money Honey of the late '60s, to the now-classic Black Gold, to today's creative theme games like Fire & Ice, we've always been able to find newer and better ways to enhance our performance. After all, the better we perform, the better your bottom line looks.

We've challenged our imagination to make our graphics the industry's best. We've given our software engineers

free reign to be even more innovative. And they've answered by creating more variety, more challenge, and more entertainment in games that continually set the standard for player appeal. Bar none. Our games not only draw a customer in, they reward players with an excitement that keeps them coming back again and again.

For three decades, customers like you have counted on Bally to be the leader in developing games that will literally jump through the hoops of profitability. So whether you're looking for

slot machines, video gaming equipment, slot management systems, multi-property progressive systems, or video lottery terminals, look no further than America's biggest and best game maker.

We'll bet we've got just what you need to hit pay dirt.

Bally GAMING

AMERICA'S GAME MAKER



Joel Friedman, Senior V.P. Music and Currency, and Jerry Gordon, Senior V.P. Distributor Operations, during the International "Thank You" celebration.



Canadian distributors toast traditional music at Rowe's International Distributors meeting.

LaserStar now shipping

Rowe International Inc.'s LaserStar America CD-100C began shipping in June, and according to Joel Friedman, senior vp-music/currency group, "perhaps no jukebox ever built is more moving and exciting."

Friedman says various operator needs were incorporated into the new jukebox's design. One of the requests that operators made to Rowe was to change the position of the selection panel, which Rowe has done by moving the panel to a higher position on the new jukebox. The new machine, says Friedman, also offers an "unbelievable sound system."

Rowe's Int'l distributors meeting

Rowe International held its annual Distributor Meeting in Colorado Springs, Colorado, June 5-7. More than 200 people representing 23 countries attended. Rowe/AMi can be found in more than 50 countries and five continents around the world.

Rowe introduced a new line of bill acceptors, vending machines and their new LaserStar America CD-100C jukebox. The latter is now shipping more than three months early because of the overwhelming response of operators worldwide to last year's LaserStar Patriot CD-100B. Due to operator demand Rowe shipped its original projections at a far greater level than anticipated.

This year's distributor meeting was both dramatic and emotional.

LaserStar America was named in honour of the famous poem that was later put to music, "America the Beautiful." It was exactly 100 years ago that Catherine Lee Bates, while visiting Colorado Springs, was inspired by the panoramic views and exhilarating mountain air to write "America the Beautiful." Pride, patriotism and even some tears were abundantly evident during the official naming ceremony of Row/AMi's latest jukebox, LaserStar America.

It was a truly spectacular introduction. To the music "Somewhere Over The Rainbow", distributors crossed over a heavily fogged arched bridge with an amazing light show into a room which featured six LaserStar America jukeboxes. Distributors encouraged the factory to immediately increase production. "When operators see this jukebox, we just won't be able to get enough." Joel Friedman, Senior V.P. responded that Rowe will satisfy operators requirements. This is a machine that people will want to play and play and play!"

The Saturday evening awards banquet was the setting for Rowe's 65th Jukebox Anniversary Celebration. Rowe executives unveiled a display of 53 international flags representing those countries around the world in which Rowe is represented by its distributors.

A special 65th anniversary cake was cut by Joe Krestakos representing all the employees, distributors and operators of Rowe/AMi jukeboxes. Krestakos started in 1946 as an assembly line worker (Model A), and for the last 10 years, has been Product manager, Jukeboxes. He heads the design team with lots of experience and a keen outlook for the future. □



Jim Gang, President, and Marilyn Fridman, going over the rainbow to view the LaserStar America CD jukebox.

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PLE sponsors U.S. TV Karaoke Showcase

Pioneer Laser Entertainment, Inc. (PLE) has introduced *Karaoke Showcase*, a syndicated, summer replacement TV show in over 100 U.S. markets.

Scott Fisher, assistant marketing manager, says PLE is currently looking at distributing the show internationally. Canadians may see it this fall.

The one hour show lets contestants compete for prizes, and the title "Karaoke Performer of the Year", by performing their own versions of golden oldies to current hits.

PLE's involvement in karaoke expanded in June, with the opening of the Star Factory, a karaoke retail store in suburban Chicago. Eight private music studios are available, each holding between four to twelve performers. Performers are given instructions on programming their song, and then sing and record their karaoke performance for an hourly rental fee.

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Fun Expo: lots of new exhibitors and fun planned

Building on the success of last year's inaugural show in Atlanta, FUN EXPO (the International Family Fun Centre and Miniature Golf Show) is gearing up for a bigger and better trade show Sept. 17-19 at the New Orleans Convention Centre.

Although more than 95 per cent of last year's exhibitors surveyed plan to return, nearly 20 per cent of this year's exhibitor base will be comprised of new comers, which organizers say will ensure greater diversity through a wider selection of products, services and ideas.

Debuting at this year's exposition will be two interactive themed pavilions displaying the latest ideas in the areas of redemption and miniature golf. The Redemption Centre Pavilion, designed by Bob Minick of J.R. Minick and Associates, "will give everyone the opportunity to see state of the art redemption elements in a real operational setting," said Minick. The pavilion will cater to both curious newcomers and industry regulars interested in new competitive strategies, highlighting the hottest games and room design as well as fresh merchandise and merchandising ideas.

The Miniature Golf Pavilion will feature the latest techniques and trends for the design, development and construction of mini-golf courses. Says show manager Bailey Beeken, "Our goal is to make FUN EXPO a place where people can walk away with information they can use immediately—whether they actively attend the conference or simply walk the trade show floor." She hopes the pavilions will help complement the seminar program being planned for FUN EXPO '92.

This year's extensive program of seminars will again be co-sponsored by leading publications and associations from a variety of industries including Amusement Business, Shopping Centre World, national Real Estate Investor, Profitable Games and the American Amusement machine Association.

With its first show attracting 125 exhibitors and 2,500 attendees, FUN EXPO '92—the first show of the fall trade show season—expects to welcome 200 exhibiting companies and 3,500 attendees to the New Orleans Convention Centre in September.

For more information about Fun Expo, please contact Bailey Beeken, Show Manager, Bellwether Expositions Company, 50 Main Street, Suite 1000, White Plains, NY 10606; tel: 914-682-2027 fax: 914-682-2152. □

American Laser Games: driving game

American Laser Games has signed Rick Galles, co-owner of the Albuquerque-based organization that won this year's Indy 500, to produce a "live action" video arcade driving game.

The driving game will be introduced later this year, and will provide an actual driver's point of view from an Indy race car on an Indy-style track. Included will be race starts, lap competition, pit

stops and car spins, with Galles introducing players to the game, and explaining how to become a race winner. When filming is completed, the program will be installed on laser disc, and modified for player speed and direction control.

Rock-Ola signs European distributors

Rock-Ola Manufacturing Corporation, U.S.A.; Deith Leisure Export, U.K. (Sega Group); and WDK, France



INFORMATION ON COUNTERFEIT AND PARALLEL VIDEO GAME BOARDS

COUNTERFEITS

The success of Street Fighter II Champion Edition has sent counterfeiters scurrying to make an easy profit using Capcom's proprietary copyrighted and trademarked material by manufacturing, selling or operating counterfeit versions of our game. Counterfeit in this case means any Street Fighter II Champion Edition PC boards, parts of PC boards, chips, graphics or other items containing our proprietary material that did not originate from Capcom.

Facts:

- Counterfeits are illegal. Illegal to make, illegal to sell, illegal to operate. Counterfeiting hurts our entire industry. It stifles the research and development necessary to produce top quality products.
- Counterfeits are of inferior quality and come with no warranty.
- A legitimate software conversion for the CPS system for Street Fighter II Champion Edition is not available.
- If someone offers you a deal "too good to be true" on a Street Fighter II Champion Edition, it probably is.
- Involvement in counterfeiting can subject you to criminal prosecution and civil damages — Capcom is serious about this and so are people like the FBI and U.S. Customs.

You might be tempted to get into counterfeits because they're cheap. In reality, they're only cheap on quality. When you add it all up, they are prohibitively expensive.

PARALLELS

Legitimate Capcom PC boards originally distributed outside North American markets that are subsequently imported into North America are often called "parallels."

Facts:

- No manufacturer is presently contesting the legality of selling or operating parallels at the present time.
- You cannot buy legitimate graphics and put them on a parallel game. You cannot copy Capcom graphics. Both are illegal.
- Neither Capcom nor its authorized distributors offer service or parts for parallels.

We hope this information helps you make the right choice. For further information contact your authorized Capcom distributor or the AAMA. Counterfeits and parallels — you decide. Is it worth it?

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On Thursday June 11, 1992, Jolly Backer of Capcom dropped into Montreal to meet with Jean Coutu of Laniel Automatic to discuss business. Shown here dining at the illustrious Beaver Club.



From left to right: Marc Raymond, Chuck Milhem of Valley, Jean Coutu and Michel Bergeron of Laniel Automatic Machines Inc.

(Sega Group) have signed an agreement to provide exclusive distribution of Rock-Ola jukeboxes in 18 European countries. Philip Shefras Co. (Sega Group) will provide exclusive distribution of Rock-Ola jukebox spare parts for the same markets.

The agreement was developed in anticipation of European single market opportunities.

Operators in the 18 European countries covered by this agreement will benefit from extensive local inventories, training and technical assistance.

AMOA goes country

There's more to Nashville this October than the twang of country music. There's the AMOA Expo '92.

Held between Oct. 1 and Oct. 3, at the Opryland Hotel, the 740 booth show, described as the largest annual trade show for the coin-operated amusement, music and vending industry, will showcase a wide selection of products, including video games, pinballs, jukeboxes, electronic darts, pool tables, redemption and gaming equipment. Seminar topics will include video gaming legislation, jukebox marketing, industry trends, equipment repair and management issues.

Exhibit halls open at 10 a.m. to 5 p.m. Thursday and Friday, with a distributor hour held between 9 a.m. and 10 a.m. Show ends at 4 p.m. Saturday.

Sacramento nurse newest millionaire

Delores Adams, a 60-year old Sacramento surgical nurse hit the big time at Harrah's Reno-Casino Hotel, winning \$9,346,876.45 on Megabuck's dollar progressive.

Her winnings, a world record for a slot jackpot, came after she'd played \$12, or the equivalent to four handle pulls on the three-coin game.

Larry Lacaff, president and chief operating officer of Harrah's Northern Nevada casinos, said Adams' booty is the fifth Megabucks jackpot at a Harrah's, and the fourth at the Reno location.

Megabucks is one of five Nevada wide-area progressive slot systems created and maintained by International Game Technology. □

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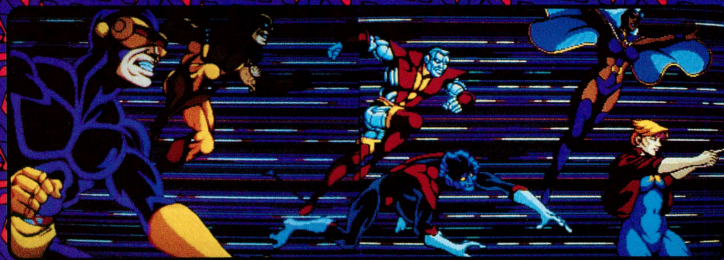
The X-MEN are a secret group of superhuman mutants, each possessing a unique power gained at birth. Banding together under the guidance of Professor X, the X-MEN formed a group of good mutants. Their objective is to stop the forces of Evil Mutants, led by Magneto, whose goal is to destroy mankind and rule the world. Now, these #1 selling comic book heroes are destined to be an arcade classic as KONAMI introduces **X-MEN**, the video game.

The player can choose his favorite **X-MEN** hero - **Cyclops**, who blasts the enemies with his optic force beam; **Colossus**, who changes his flesh to steel for superhuman strength and virtual invulnerability; **Wolverine**, whose unbreakable adamantium skeleton and retractable claws make him the last man you would ever wish to anger; **Storm**, the mysterious African princess who controls the weather with just a thought; **Nightcrawler**, the former circus acrobat who can teleport onto any scene; and **Dazzler**, the beautiful actress who converts sounds into sonic light blasts.

The X-MEN's mission is to find Professor X, who has been captured by the Evil Mutants. Searching the city, they use their natural fighting abilities to destroy Magneto's soldiers. However, facing off with Pyro, whose fingertips shoot fire, and the Blob, whose massive body is virtually immovable, requires the trained use of X-MEN's mutant powers. After these evil mutants are eliminated, X-MEN are off to Island M, Magneto's tropical hideout, where such bizarre creatures as mutated, tail-whipping lizards and ferocious flowers are after the X-MEN. The evil, powerful Wendigo must then be destroyed to get to the cave where Magneto is holding Kitty, a young member of the X-MEN, captive. In the cave, more torturous characters await- mud monsters, giant bats, and mini-tanks, to name a few- as well as more of Magneto's henchmen, the wicked White Queen, and Juggernaut, Professor X's evil stepbrother.

Once Kitty and the Professor are safe and sound, the X-MEN rocket to Asteroid M, Magneto's home where he is hiding. The X-MEN must track Magneto down in his own technological haven for the final confrontation. Join forces with the **X-MEN** in this ongoing battle of good versus evil!

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Pinball: Better than ever

Pinball may have taken a back seat during the video boom of the 80s, but it's back with a vengeance and its resurgence is paying off for operators, especially if they know how to promote it.

By SANDRA ANDERSON

If someone were to take one of today's pinball games through a time warp to 30 years ago it would probably cause sensory overload. Even players today may find some of the games on the market enough to overload their senses. Players today enjoy technologically advanced sound, lights, graphics and much more. Pinball has changed with the times. As industry needs have changed, so has it changed.

According to manufacturers

The four manufacturers of pinball games know what operators need and are ready to provide it. The healthy competition between them has brought technological innovations.

Perhaps the best way to describe the pinball industry is present driven with an eye on the future, which is how Williams, Bally-Midway sees it.

Each manufacturer can attest to the increasing demand all over the world for pinball.

Joe Dillon, vice president of sales for Williams, Bally-Midway says the European market for them is "tremendous." He attributes pinball's appeal to the fact that its inexpensive entertainment.

"All over the world there's a move toward pinball because the games are earning money."

Roger Sharpe, who was an authority on pinball long before he was the marketing director for Williams, describes the game as "the best product this industry has ever provided." He says the current resurgence of pinball is due to baby boomers now grown, recognizing something familiar in pinball, only better. "People are rediscovering an old friend." He said the sound effects, light shows and graphics the games now provide attract the younger players, while memories of youth bring back the older players. Sharpe says today's games are much easier to understand and feature

better playfields and well choreographed story lines.

"Pinball has something it didn't have before. Theatrics. Mystique," says Paul Janda, New-Way Sales.

Joe Kaminkow, director of design for Data East is very excited about the company's newest game *Lethal Weapon 3*. It features a digital stereo sound chip and the recorded voices of Mel Gibson and Danny Glover and music by ZZ Top and CC & the Music Factory. It's also equipped with dot matrix display. The game is set for a summer release and Kaminkow says it is going to be "the biggest run our company has ever had." Also being re-

leased this summer is a kit to update the *Batman* pinball to *Batman II*.

When asked where the future of pinball is headed, Kaminkow says, "through the roof."

"It's just amazing the games coming out in the future." He says Data East is taking "quantum leaps" in their technology—and better ramps, flippers, playfields, lighting effects, multi-ball and sound are only a part of it.

Kaminkow feels the resurgence in pinball is due to the newest feats in design and technology. "We're building a 50 mile game these days—we build them to last." He says games are being made "more fun." Currently there are less games on the street, says Kaminkow, but what's out there is quality.

"What you've seen here is evolution."

Kaminkow says Data East incorporates the "what if" philosophy, which is what leads to innovation. Designers must foresee any pinball mishap and correct it before it happens.



Mike Vrettos, General Manager, game division, and Ron Zahler with Premier/Gottlieb's Operation Thunder at ACME '92.

PAPA in Canada

The Professional and Amateur Pinball Association (PAPA) began its first leagues in New York at Steve Epstein's Broadway Arcade back in 1980. However, it wasn't until Pinball Expo '90 that Epstein, the president of PAPA, met Canadian pinball fan Aaron Benditt. From a brief discussion at Expo to lengthy long distance phone calls, PAPA began its first pinball league in Canada at Saratoga Amusement Centre in Winnipeg, Manitoba, in the spring of 1991.

Following the success of the Saratoga League, PAPA moved to Winnipeg's newest amusement centre, Lazer Illusions. In the fall of 1991, two leagues were run on Sundays at the Lazer Illusions store in Winnipeg's Polo Park Shopping Centre.

Both leagues successfully promoted pinball, and increased collections for the operator. The players not only played in the leagues, but also came during the week to practice "flipping out" in hopes of achieving higher scores on the weekend.

According to the managers of both Saratoga and Lazer Illusions, the leagues were well received and boosted the awareness and promotion of pinball.

With the slump in video and only a few games such *Street Fighter II*, *Street Fighter II Championship Edition*, and *X-Men* doing well, the market for pinball has been soaring. Williams/Bally are reaching near-record production levels on both of their current pins, *The Getaway*, and *Addams Family*. Data East's sales of new games is reaching all-time highs.

PAPA is running a series of promotions in Winnipeg in order to boost interest.

First, PAPA became involved with the Big Brothers Association of Winnipeg, supplying pinball machines to a variety of public events where Big Brothers had their exhibit booth. The pinball machines raised money for the worthwhile charity, while also communicating that pinball is alive and well. At each event, such as the World of Wheels or Home Expressions Shows, people lined up to try the "new" age of pinball.

Second, PAPA enlisted the aid of a local radio station. Winnipeg's all oldies station, 58 CKY, provides advertisement at reduced rates for any local pinball promotions, including league commencements, mini-tournaments, and more.

Lastly, close ties with Williams, Bally-Midway and Data East, results in Benditt receiving promotional pinball items, such as key rings or drink coasters, that are distributed to players.

PAPA's International Tournament, held in New York every year, receives international attention with news coverage being provided by networks such as CNN. With the media recognizing the worthiness of pinball as a hobby and "sport", Winnipeg may be the location of another PAPA International Tournament next summer.

Anyone wishing to start leagues or get information about PAPA will want to know these important facts:

- A regular season league lasts for 10 weeks, and costs \$5 per person to play.

- A singles league is made up of nine people, while a team (doubles) league consists of eight or 12 players.

- A minimum of one pinball machine is required.

The only cost to the operator is the time it takes to promote the startup of leagues. Since a good operator tries to get to know his clientele, finding the right players for the league shouldn't be difficult, and the Canadian chairman of PAPA, Aaron Benditt, will assist in any aspect of pinball promotion.

For more information on PAPA or other pinball promotions, please contact Aaron Benditt, Canadian chairman, PAPA, at 204-489-GAME(4263), or Steve Epstein, president, PAPA, at 212-247-3725.

Editors note: Aaron Benditt is a busy teenager with a love for pinball and a skill for organizing.

At 19 he is the Canadian Chairman for the PAPA. "I'm always playing pinball," he confesses. If an operator shows an interest in starting a league, Benditt will jump on the opportunity to help them. He has just completed his first year in broadcasting at university and has a busy summer lined up full of pinball. He says what he likes about the game is the challenge. "On a pinball game you can never get the same score twice."

Much of his vacation this August will be spent visiting pinball manufacturers and organizing the PAPA promotion for the Pinball Expo, scheduled for Nov. 12-15 at the Ramada Inn, O'Hare, Rosemeont, Ill. He says he's always working on generating Canadian interest. □

Premier Technology is showing the industry it's a force to be reckoned with.

Mike Vrettos, general manager at the company literally grew up with pinball. His father Gus worked for the Gottlieb's for 43 years in the manufacturing of pinball.

Pinball: "One of the brightest spots out there," says Tony Novelli, Northwest Amusements.

Vrettos says pinball is always in a cycle, but is a mainstay of the industry. "The industry itself is doing very well."

He has also noticed the increased interest in pinball around the world even in Eastern Europe and South America. There, it's a "new product in demand" he says.

He says new technology such as dot matrix has helped in the renewed interest. "It's costly, but it adds a different dimension to the game."

Vrettos says the industry was ready for a boost and dot matrix helped pinball move into '91. He says the hope for their newest game, *Super Mario Bros.*, is that it will create a cross over between video and pinball. He says in the past, the two forms of entertainment were treated like "two separate animals," but this is a good game and its bringing "hard core" video players over to pinball. People with Nintendo games at home will identify with the Super Mario character. "It's bringing them out and giving them something familiar but different."

The newest kid on the block, Alvin G. and Co. is in reality the oldest pinball manufacturer. Alvin's father, David Gottlieb was the first to mass produce flipper pinball as we know it today.

"We're the real Gottlieb," says Armstrong, referring to the Gottlieb name used in the Premier title. David Gottlieb began in 1927 with the *Grip-tester* novelty game. He is considered the first manufacturer to ever mass produce pinball. Alvin G. and Co. was founded March 5, 1990. Their first

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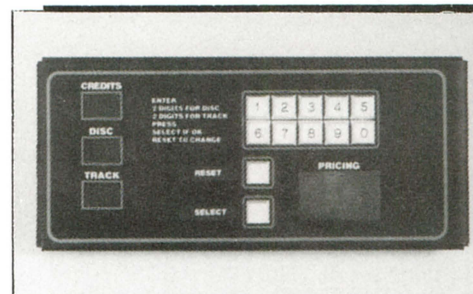
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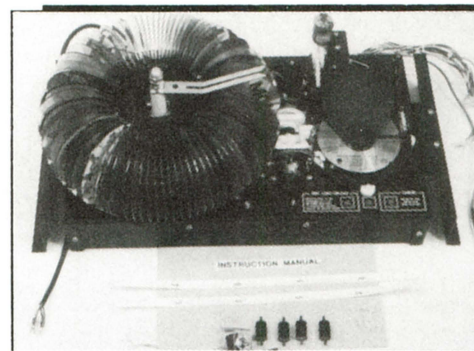
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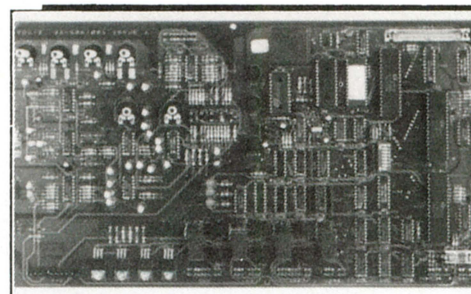
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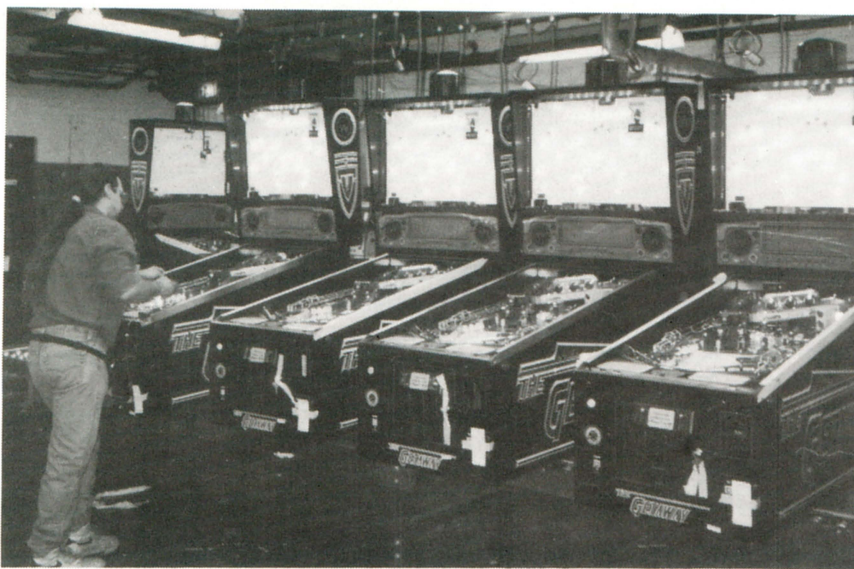
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The Getaway in production at William's, Bally-Midway's Chicago plant.

pinball, "One of the brightest spots out there now." He says three of the latest pins on the market did "tremendously" for him and he has faith they'll also have good resale value.

He says although the new technology has made pins more complicated, the bugs have been worked out.

Novelli says he "definitely" has noticed a resurgence and feels part of it is due to a generation of baby-boomers coming back to a familiar game. "Our pins are earning money like never before." He says Northwest has received more requests from locations, and distribution sales have tripled in the last two years.

Best locations are arcades and bars. Many street locations still don't have the space for a pinball, which needs more room than a video, Novelli says.

He adds, tournaments and leagues are a lot of work, but will help with revenue. "Anytime you promote something you're going to do better with it." He says putting signs up outside a location advertising a new game is in the arcade is a "great idea."

He stresses that just putting a sign on the game is not enough—the person off the street should be drawn in and a sign outside will do that.

Novelli says manufacturers are "very intelligent" to create licensed games coinciding with current movies and working with the movie industry to promote them. "This is the type of working together that's long overdue in this industry." He says sometimes the game turns out better than the movie.

Paul Janda of New-Way Sales in Toronto says everything has its cycle

and pinball has come around again. He says pinball has always been a big part of their business. Anytime a change is needed in the marketplace, people will look back to something familiar, says Janda. "Pinball is always progressing."

He says some of the resurgence is due to licensed tie-ins and promotions, digital sound using celebrity voices and dot matrix display. He suggests operators promote through high score contests—tournaments are always a "good idea."



Jim Shird, Senior Technician, works on an A.G. Soccer-Ball.

Operators should always make the effort to keep the game well maintained. "Pinball takes more work and each one plays differently than the other. The playfield has to be clean, the pitch has to be right, the rubbers have to be well maintained. "There's a lot of variables," says Janda.

"There's more to pinball than just cleaning. Things happen quickly." He

says the memory in the current equipment on the market is helpful, but the information can't translate from the mechanical components to the electronic.

Janda feels games would get more play if the players read the instructions posted in point form on the top of the game near the controls. "A lot of people don't read the instructions."

He says pinball is selling well, but not outselling video overall.

Pinball games are difficult to locate for most operators, says Janda. They need more space and maintenance. Just to prepare them for a location takes a day's labour, he says. However, the advantage of pinball is that they retain their value longer.

Janda says a license will date a game, but will attract players more readily when it is current and some pins will have appeal to collectors. He has heard requests for Star Trek or Play Boy pins.

"Pinball has been around a long time and it keeps advancing which is good."

He says one of the attractions of pinball is it can't be mastered. "There's no learning curve. It's unpredictable." He says the "play speed and reaction time of pinball is also an attraction."

Of pinball's resurgence, Janda says, "People have missed it. It's got something it didn't have before. Theatrics. Mystique."

Price per play

Across the board, price per play tends to be 50 cents or three for \$1. The loonie has definitely helped Canadian operators.

Here for the long run

As Joe Kaminkow of Data East says, "the wave we're riding hasn't even begun to crash."

"We're going to have a great time." Manufacturers are clearly optimistic about the direction the 60 year-old game is taking. Operators appreciate what game designers are producing and feel games can only get better. "The future is really bright," says Kaminkow.

A common comment of pinball from those in the industry is "It's as North American as baseball and apple pie."

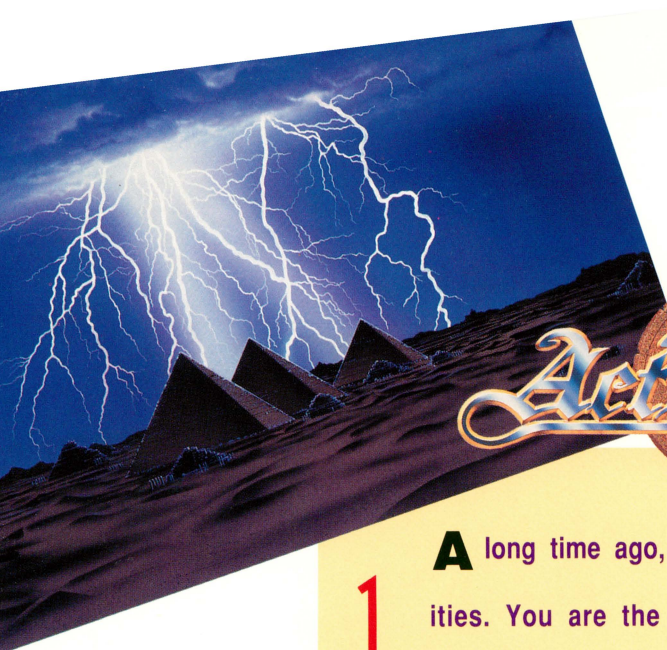
Pinball has re-emerged and the whole world is taking notice. As the four manufacturers promise—there are more surprises in store. □

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PEOPLE

Sayers joins Williams

Williams, Bally-Midway has appointed Lenore Sayers, a veteran of 20 years in the gaming industry, to the position of West Coast Regional Sales Manager.

Sayers most recent involvement was with Sega Enterprises' domestic and international sales, but her experience in coin-op dates back to Mylstar and Atari/KeeGames.

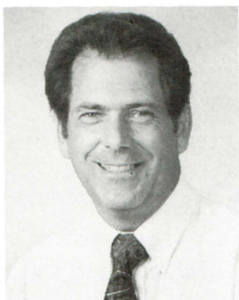
Bally appointments

Rodney Hill has been promoted to Engineering Manager of Slot Products at Bally Gaming.

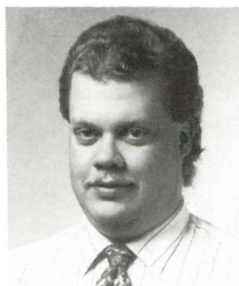
Hill has three years experience as Bally Gaming's software engineer, and is now responsible for overseeing development and design of Bally Gaming's new slot products. New responsibilities also include providing software and electrical support for existing products.

Tom Taxon has been promoted to Mechanical Engineering Manager at Bally Gaming. His three years experience as Senior Mechanical Engineer with Bally Gaming was preceded by a position with an Illinois consulting firm developing applications for military and medical communities. He was also Vice-President of Engineering with Destron, Inc. working with coin-operated products, including video games, slot and vending machines.

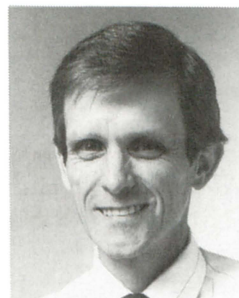
Bally Gaming, Inc. has also ap-



RON STALEY



RODNEY HILL



TOM TAXON

pointed Ron Staley to Field Service Manager.

Staley has over two decades of electronics experience, most recently as lead slot mechanic at the Edgewater Hotel. In his new position, he will oversee a staff of twelve field technicians co-ordinating installation and service activities for all Bally Gaming products in Southern Nevada.

Anderson leaves Namco

Joanne Anderson has left her position as Namco-America's Director of Marketing to become her family operated Mindseed Corp.'s Vice-President.

Owned jointly with her husband, Ed, Mindseed Corporation acts as consultants to manufacturers, and is actively involved in the transportation industry.

One of Mindseed's major undertakings involved a three year project assembling 150 cars for the Bay Area Rapid Transit system. Currently, they're installing ticket validators on buses.

Mindseed also advises foreign firms that are either permanently locating to the U.S., or are involved in three to five year projects in the U.S.

There are similarities

between Anderson's work at Namco and Mindseed. "Both companies manufacture a product, and we both market that product," she says.

She will be missed at Namco. "Joanne and her husband Ed have been friends of Namco for many years," said Masaya Nakamura, Chief Executive Officer of Namco Ltd. and Chairman of Namco-America. "We appreciate her efforts to re-establish Namco's name in the international marketplace and we wish her well in her activities with Mindseed." □



ANDERSON

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TOURNAMENT NEWS



The Canadian group at Bullshooter VII World Challenge.



Sonja Allard and Nancy Bourque won 2nd place in the Women's International division.



Terri Leblanc and Dianne Binette won 1st place in the Women's International division.

Canadians victorious at BullShooter VII

Canadians Terri Leblanc and Diane Binette left the BullShooter VII tournament in Chicago as women's international champions. Fellow Canucks, Sonya Allard and Nancy Bourque, placed second in the same event.

Other Canadian winners included a first place finish for Gary Mawson in the men's singles event, and a fifth place tie for Jo-Ann Clark and Nathalie Henri in the women's doubles. Mixed doubles cricket saw Gary Mawson team up with fellow Ontarian Anne Fisher for 5th/6th and Sylvain Bourque of Quebec join Rosie Richard of New Hampshire for 7th/8th.

Sponsored by Arachnid, Inc., BullShooter Magazine and Coors Light, the tournament took place at Chicago's Hyatt Regency O'Hare Ballroom between May 22-25, and featured over \$60,000 in prizes.

Western Canadians at N.D.A in Las Vegas

Western Canadian electronic dart players took aim at the A.M.O.A. National Dart Association tournament, held at the Las Vegas Sahara Hotel April 28-May 2.

Approximately 140 players from Manitoba, Saskatchewan and British Columbia competed against players from the U.S., Austria, France, Germany and Spain for over \$100,000 in prize money and awards.

Cathy Charlesworth, co-owner of Darts'n Stuff in Somerset, Manitoba and one of the organizers of the Manitoba delegation, says competition between players of equal skill, round robin play, the Open 301, Ladies 301, Mixed 301 and Masters 501, enhance competition.

"Competing against players in our own skill levels was important," she said. "We knew we wouldn't be blown away."

Round robin competition let players compete against a wide range of opponents, and advance according to the total games won.

Culminating the tournament was the awards banquet on May 2, which was attended by over 1,000 players.

Pinball in Arizona

Billed as "the Largest Pinball Gathering in the West," the third annual Pinball Show was held in the Safari Resort in Scottsdale, Arizona from June 12-13.

Over 600 pinball enthusiasts attended to play more than 100 different pinball machines, as well as view and even buy 200 additional machines on display.

A pinball tournament on The Getaway from Williams Electronics brought together some of the finest players around to compete for their very own machine. □



Pinball players compete for their own machine at the Arizona show. Show attendees sampled some of the latest and greatest pinball machines, as well as a dazzling array of true classic games.



Tom Cahill of Williams, Bally-Midway talks about technical topics and the current state of pinball to a very receptive audience of players and operators.

Advertise in Coin Box. Contact Pete Wilkinson at 416-271-1366, fax: 416-271-6373.

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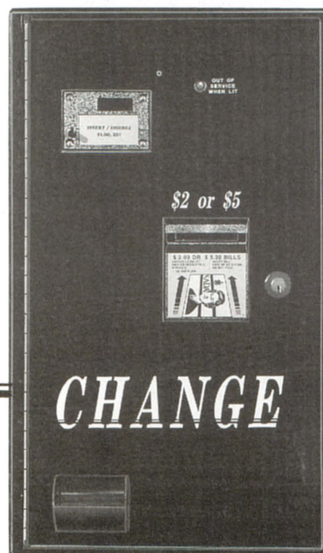
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Williams, Bally-Midway: Geared for Success

After 50 years Williams is an example of what dedication and insight can achieve

By SANDY ANDERSON

Williams, Bally-Midway is one company that successfully melds tradition with the future and innovation.

The company has its hand in many areas of coin-op amusement, but is perhaps best known for pinball. "We're game people," says Joe Dillon, vice-president of sales.

Dillon and Roger Sharpe, marketing director, in an interview with *Coin Box* display the type of spirit which exemplifies the industry in general, and Williams, Bally-Midway specifically, which has now become the oldest ongoing manufacturer of coin-op amusement games.

Despite the company's "high batting average of success and a "philosophy for excellence, Sharpe says, "You can never rest on your laurels."

Pinball and The Getaway

The eight design teams in the pinball division keep their eyes open to current trends in society, in the media and in the entertainment world. Sharpe and Dillon are confident that their newest pinball, *The Getaway* is their current best.

"From a sales perspective it's going extremely well," said Dillon. He says demand is high in Canada and Europe, as well as the United States. "It typifies the kind of games Williams does."

The Getaway features the latest technology including the "video mode", which incorporates a video racing game into game play via the dot matrix display; and the "Supercharger," a stainless steel ramp assembly using magnets



Joe Dillon, making sales calls.

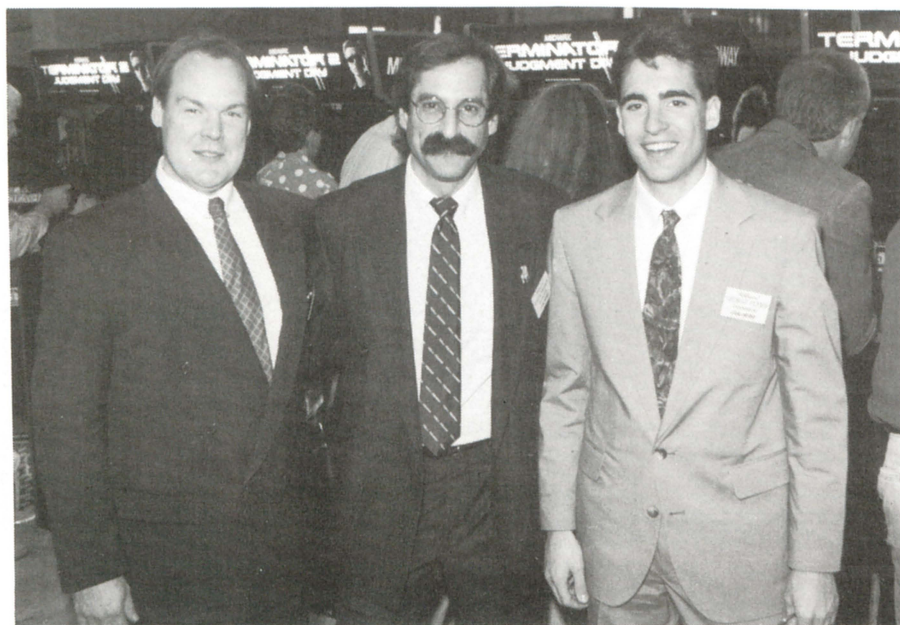
and no mechanical parts to enhance play. The video mode, introduced on the *T2* pinball, is one technology the company plans on repeating, said Sharpe. *Getaway* also features Williams' new pivoting playfield, allowing for easier maintenance.

All Williams' games are equipped with diagnostic and bookkeeping functions and are computerized to cater to the player's skill. Dillon says the company's aim is to create games that will appeal to the beginner as well as the advanced player.

Dillon says the only complaint he's received about *The Getaway* is that they aren't getting them out fast enough. That situation is being rectified by the expansion of Williams production line.

The Getaway is based on the successful *High Speed* which came out in 1985. "Eighty-five per cent of *High Speeds* are still in operation," said Sharpe.

The company also has eight design teams in its video division. The most



Jack Haeger, Roger Sharpe and George Petro at ACME '92 in front of the successful *Terminator 2 Judgement Day* video game.

current hits, *Total Carnage* and *T2* are doing well. A new release is planned for the Fall.

Employee dedication

Williams, Bally-Midway describes itself as a "full process manufacturer". They make everything for their own games.

Dillon says 375,000 square feet is devoted to the production of coin-op equipment. They have three factories. Home base is located on California Ave. in Chicago. The woodworking facility is in Cicero, Ill. and circuit boards and some assembly is done at the plant in Gurnee, Ill. Between the three unionized plants the company employs 1300 people. Sharpe and Dillon said the average length of employment within the company is 19 years and there are many who have been there much longer.

If Williams had a middle name it would be "innovation". And engineers are driven to innovate, which is why Williams, Bally-Midway is engineering oriented from top management down, led by vice president and general manager, Ken Fedesna (former head of engineering).

Dillon and Sharpe say the designers compete internally among each other, but always work as a team.

Distribution of games is handled worldwide through exclusive distributorships.



Pinball on the production line.

Tradition

The company's motto has always been to give players and customers what they want in coin-op amusement games.

"We've been at it for 50 years and the tradition has not changed," Dillon says about Williams. He describes the company as conservative. "We're not always blowing our own horn. Our advertising is our games."

When Williams began in 1942, their first games were refurbished pinball games and the *Shuffle Alley* bowling game. "Today we're the only company doing a bowler," says Sharpe. Williams

introduced its first original pinball game, *Suspense* in 1946.

The Bally side of the company can date its beginnings to 1931.

The future

Sharpe and Dillon describe everything the company does as "present driven with an eye on the future."

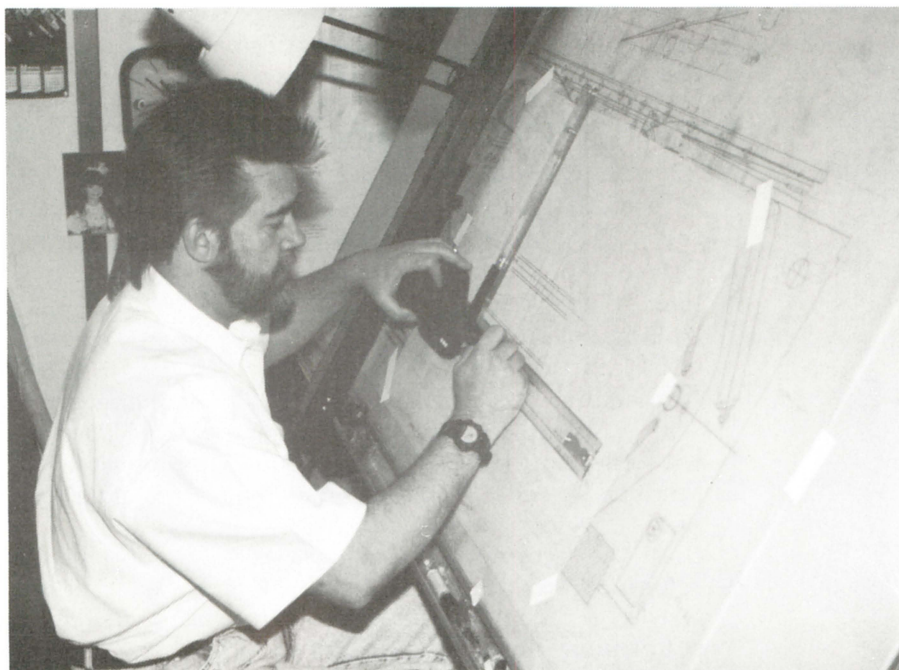
Video lottery terminals was a new step for the company within the last year and it's paying off. *Midas Touch* is currently being shipped to Oregon and New Orleans under the company subsidiary WMS Gaming.

Dillon says Williams, Bally-Midway will be doing more in the novelty area—manufacturing games in the same league with *Slugfest*.

The company makes a universal cabinet as well as their own design of ticket dispenser for *Shuffle Alley* and card dispenser for sports oriented games.

Sharpe says production and sales of *The Getaway* and *Addams Family* will take the company into the fall. Meanwhile, the *Total Carnage* video game has been released as a kit. A new video will be released in the fall.

Williams team spirit is shown in everything it does. "The key to success is team and group effort," says Dillon. He and Sharpe say the company plans to continue its long line of successes and more surprises are in store. □



Steve Ritchie at his drafting table working on the layout drawing of *The Getaway*.



The Getaway pinball.

Gottlieb System 80 Grounding and Solenoid Blown Fuse Modification

by John Robertson

Having trouble with solenoid fuses blowing on location or in customers homes for no apparent reason?

Symptoms are (say for *Haunted House*) dead Trap Door, Kicker and what-have you, yet when it's in the shop it works fine for weeks, albeit with that annoying THUNK when you turn it on.

Well, the THUNK is the clue. What happens is that during the instant of powering-up the TTL drivers for the lamps have a random chance of turning on the lamps or the solenoids that they control throughout the MPS-U45 transistors.

This is because Gottlieb ignored the data manual for the 74175 chip which says if the clear is high on power-up, outputs are inconsistent.

The simple and permanent cure is to cut pin 1 of the offending 74175's and connect them to the CPU reset line to lamp driver and A3-J1 pin U for the driver board reset to 754175 chips.

Please also use a 3KR on the driver board to tie this line high for those games that do not have the mod done, and for safety.

So far I have found that only IC#5 and IC#4 need to be done as they are the most common drivers for play-field solenoid expansion.

this fix will apply to all System 80, A/B etc. games that use the Master Driver A3, and use it for controlling solenoids with lamp driver transistors.

The problem with the Gottlieb (and Bally) solenoids frying is that the ground reference for the Driver board drifts away from the chassis ground.

You must make sure that the power supply ground, the logic ground and the driver board ground are at the same potential!

What happens is that the ground pin on the System 1 and system 80/A/B power supplies get a slight amount of resistance, causing the power supply to pull the +5 volts up (so it can see the +5 volt potential at the output), but the ground on the power supply can shift to as much as 1 volt higher than the chassis (and solenoid) grounds.

The only cure is either to attach a jumper wire to the ground lead of the filter cap on the power supply or to improve the connection of the ground wire and moxex wiper to the pin of the power supply.

This always cures the cooked driver problems, outside of CPU lockup.

John Robertson is owner of John's Jukes Ltd., Vancouver, B.C. Look for more of his articles in future issues of Coin Box.

Source: Star*Tech Journal. Subscriptions to S*TJ are one year (US\$76), two years (US\$137) and three years (US\$205). Write: Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; tel 609-662-1080 fax 609-662-0537.

If you have a technical problem and/or solution you wish to share with Coin Box readers, please fax it to 416-271-6373. or mail to 106 Lakeshore Rd. E, Suite 209, Port Credit, Ont. L5G 1E3. □



Wunderlich Amusements Celebrates 20th Anniversary

By Tom Ashman & Dee Cherrie

Looking back through the years, Mark Wunderlich remembers the genesis of Wunderlich Amusements. "It all started with an elephant."

Back in the 60s, the Wunderlich family ran a restaurant at Sauble Beach on lake Huron in Ontario. They needed something to keep the customer's kids amused while they waited for their meals. They bought *Tusko the Elephant* from New-Way Sales for \$300.

That classic *Tusko* is still working for 10 cents a ride at Sauble and Wunderlich Amusements is still keeping the customers satisfied.

On Mark's 11th birthday, he jumped off the school bus right into the middle of his career. The family restaurant had been converted into an arcade, complete with the classic games; *Boothill*, two air hockey tables and a *Mosquito Flyer*. The latter was Mark's downfall. He was hooked; his parent's couldn't get him off that machine.

Twenty years later, Wunderlich Amusements has 350 machines in some 100 locations throughout Southwestern Ontario (from Tobermory to Port Stanley, from Wasaga to Lake Huron's shore). They are building a retail trade in pool tables and shuffleboards for the home market.

Mark spends a lot of time on the road, trouble-shooting and rotating machines around the territory. Brother Bruce is a whiz with electronic circuits. He heads up the service department and brother Paul keeps the cushions and felt fresh and green on the pool tables. Back at the ranch, Marion Wunderlich, matriarch of the clan, tries to keep all the balls in the air as manager of a family enterprise that continues to diversify.

The arcade that started it all on victoria weekend in May 1972, continues today as a testing ground for what's hot in the arcade trade. Machines are constantly switched in and out to capture interest and dollars.

But, there is one classic that brings in more than all the other machines to-

gether at Sauble Beach. The *KO* punching bag made by A. Zamparella is located right at the main corner of this booming resort town. It runs non-stop on every weekend all summer long.



Mark Wunderlich

The arcade is just a small portion of the growing family business and although the last 10 years have been a grind, attention to service has kept their customers loyal.

Mark Wunderlich says his company has felt the impact of the federal government's Goods and Services Tax.

"The GST has taken a huge bite and really cramped our style. We have to keep moving because it is so competitive. We aren't really in the arcade business we're equipment movers!"

He says their hottest machines are moved to Sauble for the summer. "As a tourist destination, the city folks that come here want the latest and best."

He says relations with suppliers have always been good. "We started on commission with New-Way Sales. Paul and Jerry Janda were great with us. They'd tell us which games were coming strong and which ones to pass."

He says business peaked

in 1979 when they began buying machines and developing locations in ski lodges, military bases and convenience stores.

"Working with suppliers like the O'Reilly's at Alouette in Montreal, T. W. Gilchrist and Northwest Amusements in Toronto, we have bought an awful lot of equipment. We were told it was best to stick with copyright boards and we are glad we did. It has all paid off."

Wunderlich Amusements felt the impact of the economic recession.

"The recession in 1982 was rough and we had to pull back a bit, but we worked out an arrangement with our competitors and we maintain a Code of Ethics to date." He says it's important to keep the machines serviced and the tables in top shape. "We try not to sell pool tables to bars, it means you lose a location, and you can tell right away that the bar owns the table because they don't keep them up."

Looking to the future and video lottery, Wunderlich feels that it's wrong to have gambling constantly in front of the public and it is bound to be abused. "We are up front and above board, as a member of COLA, we support their stand." □



Tusko was the first amusement piece Wunderlich Amusements ever operated and is still going strong.

NEW PRODUCTS



Rowe's LaserStar America

Rowe International introduced its 1993 compact disc jukebox during its International Distributor Meeting in Colorado Springs, Colorado.

The *LaserStar CD-100* was officially named *LaserStar America* and dedicated during the playing of America the Beautiful, (written by Catherine Lee Bates in Colorado Springs, 1893.)

This jukebox features the combination of nostalgic and futuristic styling and the usual Rowe dependability and latest technology.

For more information, contact your local distributor or for referral call Rowe/AMi, 201-887-0400.

Gallagher's Gallery

Gallagher's Gallery, the newest arcade product from American Laser Games, innovators of live action interactive video arcade games, is now starting to appear in arcades around the country.

Gallagher's Gallery hosted by comedian Gallagher, is the first shooting gallery game to introduce stand-up comedy and it is the first new shooting gallery-type game to be introduced in 12 years. The game with its two laser guns allows two people to compete against each other.

Gallagher invites players to take a trip through his shooting gallery of unusual objects seldom seen in carnivals and amusement parks. Known for smashing water melons and other produce with oversized mallets, Gallagher

gives players the opportunity to shoot at varieties of foods, as well as alarm clocks, model airplanes, street lights, balloons, gumball machines and much more. He taunts those who miss and invites those who shoot sharp to advance onto more challenging targets.

Games are available with 25" colour monitors and optional spectator display monitor. Games are being distributed through independent distributors.

Scenes for *Gallagher's Gallery* were shot in a local grocery store as well as on sets constructed in American Laser games' Albuquerque studio.

For more information, contact your local distributor or for referral call Stan Jarocki, American Laser Games, 505-880-1718.



Master Lock Utility Padlock

The *Utility Padlock* from Master Lock is constructed with a single, case-hardened post shackle. It eliminated the loop of the shackle, which is the part of a lock most susceptible to attack. It features 3/8" diameter shackle which secures locking holes with 7/16" through 9/16" diameter openings; laminated steel case (No. 443), or laminated brass case with a chrome-plated shackle (No.



444), for added corrosion resistance.

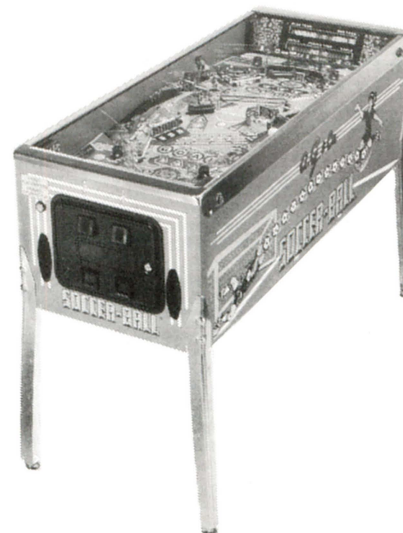
Both padlocks are available with 5/8" and 7/8" shackle clearances and the No. 443 also comes with a 3-1/2" shackle clearance.

This unique padlock can be tied into existing Master Lock systems including keyed-alike, master key and reserve keyways.

For more information, contact your local distributor or write to Master Lock, P.O. Box 10367, Milwaukee, Wisconsin 53210.

A.G. SoccerBall

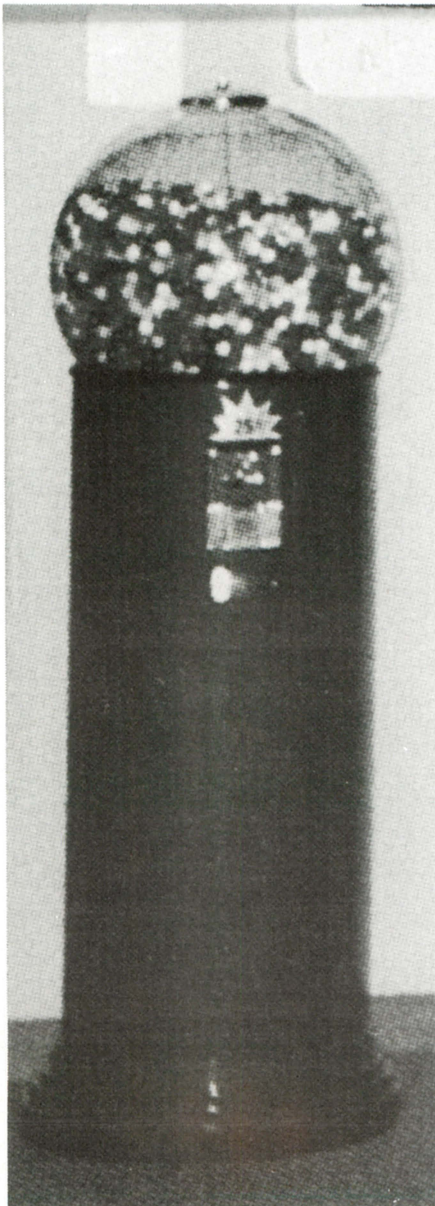
Alvin G. & Co.'s first game as a newly established company is *A.G. Soccer Ball*. This two ended pinball-style game can be played by one or two players. Introduced on the game is the *Switch-Flipper* which provides simultaneous play and *Auto-Flip* automatic flippers and a new scoring system called *Designated Scoring*. The Switch flipper has a patented mechanism that operates an electric switch whenever the flipper and ball make contact. With each player having a set of flippers, this switch op-



NEW PRODUCTS

eration designates to the game scoring system which has hit the ball and gives that player all the following scores until the other player hits the ball. This Designated Scoring system provides a method for simultaneous play, where players are competing against each other in the same time period rather than the time consuming one-player-at-a-time mode. The game offers multi-ball action, extensive bookkeeping and diagnostic programs and will play itself to attract players. It's an ideal game for tournament play.

For more information, contact your local distributor or for referral call Alvin G. & Co., 905 West North Ave. Melrose Park, IL 60160. 708-345-9000, fax: 708-345-2222.



The Silent Salesman

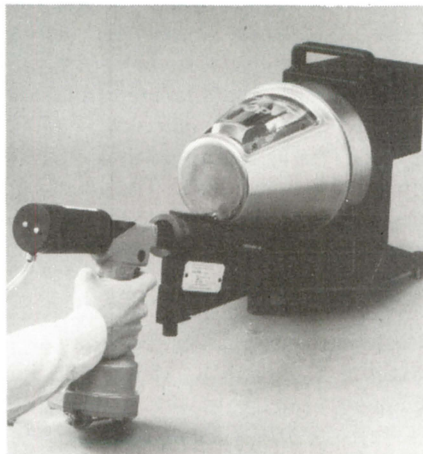
Byrne's vending has introduced its giant gumball vending machine, the *Silent Salesman*. The junior model, weighing 115 lbs. stands 5 ft. 6" tall, while the jumbo version weighs 125 lbs and measures 5 ft. 8" tall. Both venders feature a clear "Lexan" globe that can vend up to 6000 jumbo gumballs. The metallic red base is made of 1/2" heavy-duty plastic. The coin mech can be adjusted to vend product from 1¢ to 50¢.

For more information on the *Silent Salesman* contact Byrnes Vending International at P.O. Box 179, Crystal St., Lenoxdale, Mass. 01242, 413-637-9902.

Automatic Rivet Handling

Automatic insertion of a blind rivet into any POP rivetool equipped with mandrel collection system is available with the new RP-4 or RP-5 rivet presenter from POP Fasteners, Shelton, CT. The presenters are capable of inserting up to 30 rivets a minute, a rate that can increase worker productivity from 10 to 40 per cent.

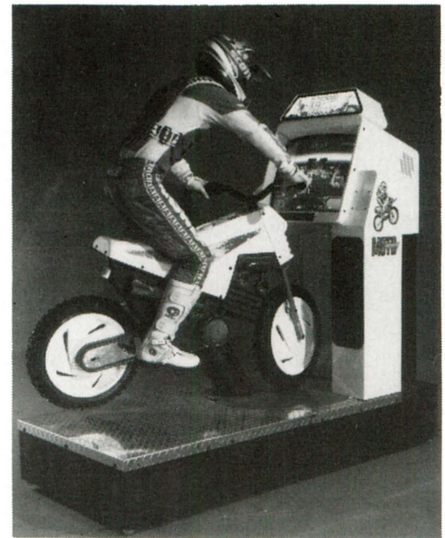
Both presenters attach easily to standard factory filtered air and electrical supply. Set up is a simple three-step operation that takes only minutes to complete. First, the rivets are loaded into the hopper. Manual placement of 6 to 8 rivets in the feed track facilitates the automatic feed operation. The last step involves inserting of the rivetool's nose piece into the presenter's receptacle for loading. The operator does not have to handle the rivets which helps speed up productivity. Also, clean-up time is reduced because spent mandrels do not fall on the floor. Instead, they are



collected in the reservoir of the mandrel collection system.

The RP-4 can accommodate up to 1,000-1/8" diameter blind rivets, while the RP-5 can be loaded with up to 600-5/32" diameter blind rivets. The compact size of both units permits their use on a tool bench or a work cart.

More details on the RP-4 and RP-5 blind rivet presenters are available from Ms. Louis Wenham, POP/Heli-Coil, 3545 Boul. Thimens, St. Laurent, Que., H4R 1V5, 514-333-8080, fax: 514-338-3829.



Atari's Moto Frenzy

Atari Games Corporation has announced the availability of the first full-motion motorcycle simulator. The *Moto Frenzy Deluxe Simulator* provides a realistic ride on the offroad race track.

Moto Frenzy Deluxe is a ride-on simulator for one player. The unit features an authentic motorcycle look and feel. Two independent motors give full-motion mechanical action that responds to player control input and provides feedback from the track and obstacles on the screen. The bike actually leans, pivots and does wheelies. The realistic handlebar controls, with a twist-grip throttle, add to the simulation.

Game play features high speed off road motorcycle racing and shooting action. The race is a timed lap format with extended play for lap completion and bonuses for special stunts. To ensure long earnings life, there are six different player-selectable tracks, each with unique obstacles: Los Angeles,

NEW PRODUCTS

Maui, Utah, Las Vegas, Kenya and Norway.

To maximize earnings potential, operators can link up two units for 2-player, head-to-head competition. With two players in the race, both are allowed to continue play as long as one player crosses the finish line within the time allowed.

The *Moto Frenzy Deluxe Simulator* began shipment mid-July from Atari Games factories in Milpitas, California and Tipperary, Ireland. A mini-deluxe version of the game will be introduced following the full-motion simulator.

For more information, contact your local distributor or for referral contact Atari Games Corporation, 675 Sycamore Drive, P.O. Box 361110, Milpitas, California 95035.

Atari Updates Relief Pitcher

Responding to operator requests, Atari Games has released a program update for *Relief Pitcher*. The update is effective in reducing game times, as in some locations it is impacting player turnover. Also, other improvements have been made to enhance overall game play.

In some of the original dedicated upright games, players were given a free second inning in a two-player game. This feature has been eliminated.

This update is of significant value to very high traffic locations where peak traffic periods heavily contribute to the games income.

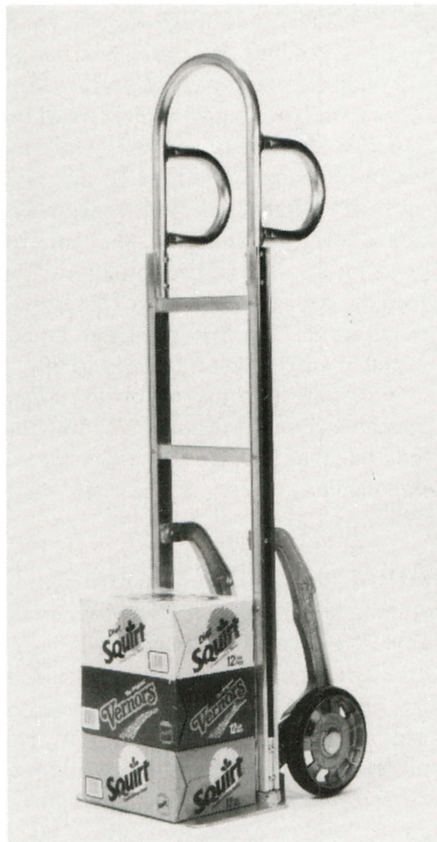
Any owners of *Relief Pitcher* interested in the update are encouraged to contact the Atari Games Distributor from whom they purchased the game.

For more information, contact your local distributor or for referral call Atari Games Customer Service 408-434-3950.

Narrow-Aisle Hand Truck

Magline, Inc., a Michigan-based aluminum hand truck manufacturer, has designed a new hand truck series specifically for improved maneuverability and stacking in narrow-aisle environments. Primarily designed for the beverage distribution industry, the new narrow-aisle hand trucks are also well-suited to general delivery operations.

The new hand trucks have a nar-



rower wheel base for improved maneuverability in constricted aisle and stock rooms. Available in 14.5" to 18" widths, the new design's agility is complemented by Magline's new double vertical loop handles which are located behind the frame instead of out to the side.

The narrow-aisle hand truck series uses modular aluminum construction which allows for "bolt-off, bolt-on" modification of the hand truck to fit specific needs.

Magline has also introduced new options for the narrow-aisle hand truck that can be used on any other Magliner hand truck. These include the bottom-mount, extruded nose which features a thinner profile and a tapered front edge and two new wheel options 8" x 2" and 10" x 2" balloon-cushion tires mounted on polypropylene hubs. The wheels are designed to reduce weight and provide smoother handling over a variety of surfaces.

For more information, contact the Customer Information Department at Magline, Inc. 503 S. Mercer St., Pontiac, Michigan, 48650-9310, tel: 800-MAGLINE or fax: 517-879-5399.

Trolls

Selectra International Designs, Ltd. has added *Trolls* to their prism decal line. Licensed and exclusively distributed by Selectra, this hot new line features eight different troll images in the group.

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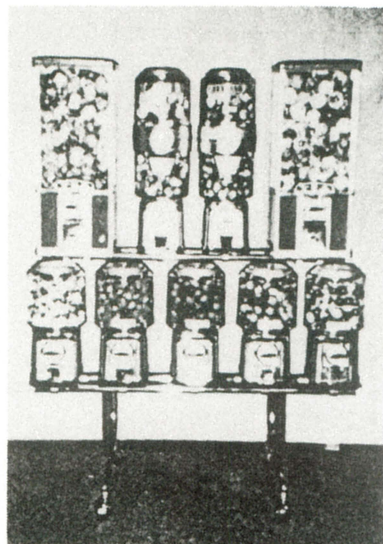
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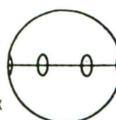
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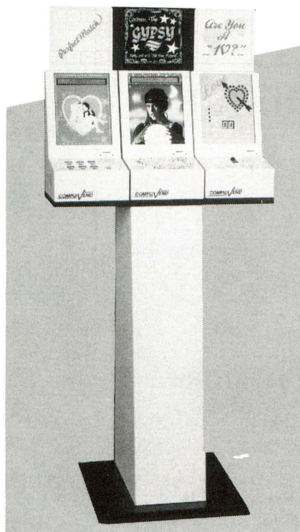
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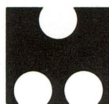
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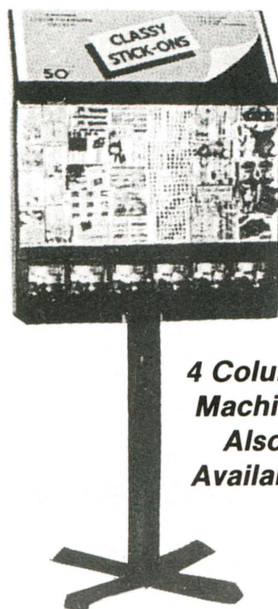
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Sept. 22-24, 1992. Held in Las Vegas at the Las Vegas Convention Centre. Contact: Leigh Rhein, expo manager, at 212-594-4120 fax: 212-714-0514.

Pinball Expo

Nov. 12-15, 1992. The 8th annual Pinball Expo will be held at the Ramada Hotel/O'Hare in Rosemont, IL. Contact: Robert Berk, 216-369-1192 fax: 216-369-6279.

AMOA Expo '92 Trade Show

Oct. 1-3, 1992. Amusement and Music Operators Association convention & trade show, Opryland Hotel & Convention Center, Nashville, Tennessee. Contact: AMOA, 312-245-1021.

Eastern European Leisure Expo

Oct. 21-23, 1992. At St. Petersburg Central Exhibition Hall in Russia. Contact: EuroSlot, 2 Daltry St. P.O. Box 57, Oldham OL14BB, England; 44-61-624-3687 fax: 44-61-665-1260.

Leisureexpo II '93

Jan. 22-24, 1993. Ocean Center, Daytona Beach, FL. Leisureexpo II '93 is a mini-golf/pizza & snack food/coin-op/fun center expo. Contact: 1-800-848-1651.

ATE International '93

Jan. 27-29, 1993. Amusement Trades Exhibition International, Earls Court 2, London, UK. Contact: ATE Limited, BACTA House, Regents Wharf, 6 All Saints St., London N1 9RQ, England, 44-71-713-0302 fax: 44-71-713-0446.

ACME '93

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